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Amendments to the Claims:

Please cancel claims 18-24 without prejudice.

Please amend the claims as follows:

1. (Currently Amended) A system for obtaining data regarding customer use of interactive television, comprising:

~~one or more at least one~~ application servers including ~~one or more at least one~~ application programs ~~for the input of information by a customer, said application server being in electronic communication with one or more~~ where the at least one application program is transmitted to users via at least one broadcast centers;

~~a broadcast center for communicating one or more application programs with a communications satellite;~~

a communications satellite, where the communications satellite receives transmissions from the at least one broadcast center;

~~one or more individual a plurality of~~ satellite dishes ~~for receiving one or more that receive the at least one application programs from via the communications satellite, where each satellite dish transmits signals to a integrated receiver/decoder (IRD), where the IRD may transmit signals via a modem in electronic communication with the communications satellite and in electronic communication with one or more integrated receiver/decoders ("IRDs");~~

~~one or more IRDs in electrical communication with one or more Graphical User Interfaces ("GUIs") for a customer to input information into the application program and in electrical communication with one or more modems, said IRDs further comprising callback functionality and flash memory for storing a data log of customer transaction and navigation information, wherein said one or more modems are in electronic communication with one or more communications servers for receiving callbacks from the IRDs;~~

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at least one graphic user interface (GUI) provided for each IRD, where the at least one GUI enables users to interact with and input data to the at least one application program, where the IRD includes callback functionality and flash memory;

a data log of user transactions and navigation activity, said data residing in the flash memory;

one or more at least one communications servers for receiving the any callback functionality including data in electronic communication with one or more interactive servers;

one or more at least one interactive servers in electronic communication where the at least one interactive server receives signals from the at least one communication server, wherein the at least one interactive server encapsulates the data into an appropriate protocol for transmission and each interactive server including a 333 MHz CPU or greater and 256 RAM or greater with one or more interactive data repositories ("IDRs"); and

one or more at least one interactive data repositories repository (IDR) for storing data; and a router in each interactive server, where each router includes a router application, said router application written in Unix C or Open TV.

2. (Currently Amended) The system of claim 1, wherein the each interactive server comprises a parser of the data in the data log and an encapsulator of the information data into appropriate protocol for database users, said each interactive server being in electronic communication with one or more IDRs transmitting data to the at least one IDR and the each IDR stores parsed information data.

3. (Currently Amended) The system of claim 1, wherein the each IDR is in communication with transmits data to an interactive business system ("IBS") wherein data in the each IDR is correlated with data in the IBS.

4. (Currently Amended) The system of claim 1, wherein the at least one

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communication server ~~is~~ includes a bank of modems.

5. (Currently Amended) The system of claim 1, wherein the router in the each interactive server identifies a particular interactive television action by a code and routes ~~it~~ the code to the appropriate IDR.

6. (Currently Amended) The system of claim 1, wherein the at least one application program ~~is~~ includes a banking application.

7. (Currently Amended) The system of claim 1, wherein the at least one application program provides information data to ~~a customer~~ the user.

8. (Currently Amended) The system of claim 1, wherein the at least one interactive server encapsulates the information data regarding a particular interactive television action into TCP/IP protocol.

9. (Currently Amended) The system of claim 1, wherein the each communication server, the interactive server, and the IDR are located at the same operating company.

10. (Currently Amended) The system of claim 3, wherein the each communication server, the interactive server, the IDR and the IBS are located at the same operating company.

11. (Currently Amended) The system of claim 3, wherein data in the each IDR is communicated to a central IDR.

12. (Currently Amended) The system of claim 11, wherein communication between the each IDR and the central IDR is performed by satellite.

13. (Currently Amended) The system of claim 3, wherein a code in the data downloaded from the each IRD is compared with ~~the information~~ data in the IBS to allow identification of the ~~customer~~ user.

14. (Currently Amended) A method for obtaining data regarding a customer use of interactive television, comprising the steps of:

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providing ~~one or more~~ at least one application programs on ~~one or more~~ application servers;

transmitting at least one the application program to a broadcast center;

transmitting the at least one application program from the broadcast center to a communications satellite;

transmitting the application program from the communications satellite to ~~one or more individual~~ a plurality of satellite dishes;

communicating the at least one application program from ~~the individual~~ each satellite dish to ~~one or more~~ at least one integrated receiver/decoders ("IRDs");

enabling a ~~customer~~ user to input ~~information~~ data into the at least one application program received by the IRD via a graphical user interface (GUI);

inputting ~~the information~~ data into a data log in flash memory in the each IRD;

transmitting the data log via callback from the each IRD to a communications server;

transmitting the data log from the communications server to an interactive server;

~~parsing the individual customer~~ user navigation and transaction data where the transactions include gaming activity, weather requests, advertising viewed and banking transactions from the data log; and

storing ~~the individual~~ user customer navigation and transaction data in ~~one or more~~ at least one interactive data repositories ("IDRs").

15. (Currently Amended) The method of claim 14, further comprising the steps of correlating the data in the each IRD with data in an Interactive Business System ("IBS").

16. (Currently Amended) The method of claim 15, wherein communication of the data in the each IDR with the data in the IBS enables the operator of the IBS to identify the ~~customer~~ user associated with the each IDR.

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17. (Currently Amended) The method of claim 16, further comprising the step of communicating the data in the each IDR with a central IDR.

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21. (Cancelled)

22. (Cancelled)

23. (Cancelled)

24. (Cancelled)